"IT'S ALL IN YOUR ASS."

Especially if you work for DentsuBOS and CAMH Foundation who together invented this disgusting insulting and condescending series of ads, presuming to tell us how we talk about "mental illness" without knowing anything about us, least of all how we talk. Now they want us to pay mistaken hipsters to stay up all night doing god knows what to "cure" mental illness, than which nothing could be more misleading and trivializing. How about a little honesty? Fire the professional liars, Dentsubos and Darrell Gregersen and Catherine Zahn. Spend the money wasted on them on care instead.

Defeat denial.
Defeat DentsuBOS and
BOYCOTT D2L

$camh
"SCAMAITCH"